DEGREE REQUIREMENT CHECKSHEET
2014 – 2015 BULLETIN
BBA MARKETING MAJOR

UCA CORE LOWER DIVISION
UCA Lower Division Core requirements can be found at:
http://uca.edu/gened/checksheet/

College of Business Courses in the UCA Core Lower Division

Courses included in Business Foundation Requirements

- ECON 2310 Global Environment of Business
  (UCA Core: Diversity in World Cultures Course)
- ECON 2320 Principles of Macroeconomics
  (ACTS: ECON 2103
  (UCA Core: Critical Inquiry Social Science Course)
- ECON 2321 Principles of Microeconomics
  (ACTS: ECON 2203
  (UCA Core: Critical Inquiry Social Science Course)
- MATH 1395 Applied Calculus for Business & Economics
  (UCA Core: Critical Inquiry Social Science Course)
- MGMT 2301 Business Communications
  (ACTS: BUSI 2103
  (UCA Core: Oral Communication Course)
- MKTG 2376 Business Innovation & Creativity
  (If required by major)
  (UCA Core: Oral Communication Course)

Other College of Business UCA Core Alternatives

- MGMT 2341 Principles of Management
  (UCA Core: Critical Inquiry Social Science Course)
- ECON 1310 Modern Political Economy
  (UCA Core: Responsible Living Social Science)
- FINA 2330 Personal Finance (SS)
  (UCA Core: Responsible Living Social Science)

SUMMARY OF GRADUATION REQUIREMENTS

1. A minimum of 120 hours earned from the following areas:
   - UCA Lower Division Core - 38 hours
   - Business Foundation – 30 hours
   - Business Core – 18 hours
   - Major – 24 hours
   - Electives to equal 120 hours

   Note: A second major, minor, and/or special degree requirements may increase the number of hours required for graduation.

2. At least a 2.00 Grade Point Average is required overall, in the business foundation/core, and in the major.

3. In the Business Foundation, a student may NOT proceed to take courses in the Business Core if the student's GPA is not at least a 2.0 in the following courses: ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330.

4. Forty hours of upper division credit (3000 – 4000 level courses) are required for graduation.

5. For additional information, consult your academic advisor or the undergraduate bulletin

MAJOR REQUIREMENTS

All courses are 3 credit hours unless otherwise noted

Business Foundation (30 hours)

- ACCT 2310 Principles of Accounting I
  (Prereq: MATH 1390, sophomore status)
- ACCT 2311 Principles of Accounting II
  (Prereq: ACCT 2310)
- ACCT 2321 Legal Environment of Business I
  (Prereq: ACCT 2310)
- ECON 2320 Principles of Macroeconomics
  (ACTS: ECON 2103
  (Prereq: MATH 1390)
- ECON 2321 Principles of Microeconomics
  (ACTS: ECON 2203
  (Prereq: MATH 1390)
- QMTH 2330 Business Statistics
  (ACTS: BUSI 2103
  (Prereq: MATH 1390)
- MATH 1395 Applied Calculus for Business & Economics
  (Prereq: MATH 1390)
- FINA 3330 Managing Finance & Capital
  (UCA Core: Critical Inquiry Quantitative Course)
- MGMT 2301 Business Communications
  (ACTS: BUSI 2103
  (UCA Core: Oral Communication Course)
- MIS 2343 Desktop Support Technologies

*This course has prerequisites; check the Undergraduate Bulletin for details

Business Core Requirements (18 hours)

Prerequisite note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 is required prior to enrolling in MKTG 3350, FINA 3330, MGMT 3340, and MGMT 3344.

- FINA 3330 Managing Finance & Capital
- MGMT 3340 Managing People & Work
- MGMT 3344 Managing Production & Operations
- MIS 3321 Managing Systems and Technology
- MKTG 3350 Principles of Marketing
- MGMT 4347 Managing Policy and Strategy

*This course should be taken in final semester

Marketing Major (24 hours)

- MKTG 4353 Marketing Research & Data Management
  (Prerequisite MKTG 3350)
- MKTG 4354 Consumer Behavior
- MKTG 4355 Marketing Management
  (Prerequisite MKTG 3350 + either 6 hours of Marketing or instructor consent)

Revised June 2013
Choose five

____ MKTG 3351 Retail Management**
____ MKTG 3355 Marketing & New Media
____ MKTG 3356 Fashion Merchandising & E-Commerce
____ MKTG 3360 Fundamentals of Strategic Selling**
____ MKTG 3365 Transportation
____ MKTG 3371 Advertising**
____ MKTG 3372 Sales Management**
____ MKTG 3373 Public Relations**
____ MKTG 3375 Supply Chain Management
____ MKTG 3382 Internship in Marketing**
____ MKTG 4320 Selected Topics in Marketing**
____ MKTG 4360 Health Care Marketing
____ MKTG 4361 Marketing Planning for Health Care Orgs
____ MKTG 4362 Services Marketing
____ MKTG 4370 Fundamentals of Direct Marketing
____ MKTG 4382 Internship in Marketing**
____ MKTG 4390 Special Problems in Marketing**
____ MGMT 3305 Social Issues in Management
____ MGMT 3310 Fundamentals of Entrepreneurship
____ MGMT 3315 Diversity/Multicultural Communications
____ MGMT 3342 International Business
____ MGMT 3346 Personnel/Human Resource Management
____ MGMT 3349 Small Business Management
____ MGMT 3352 Purchasing & Materials Management

** This course has prerequisites; check the Undergraduate Bulletin for details

Electives (to equal 120 hours)

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